

METHOD, SYSTEM AND PROGRAM PRODUCT FOR MANAGING CUSTOM DATA DURING AN ELECTRONIC PURCHASE

ABSTRACT OF THE INVENTION

Method, system and program product for managing custom data during an electronic purchase. Custom data is displayed and/or obtained using a custom data form. The custom data form is displayed when one or more attributes of items in the electronic purchase match the set of keys defined for the custom data form. Custom data obtained using the custom data form can be stored as a large object in a database.